

Marketing Letters
Table of Contents: Volume 5 (1994)

Number 1

Managerial Judgement and Forecast Combination: An Experimental Study	<i>Sunil Gupta</i>	5
Cross-Category Variation in Customer Satisfaction and Retention	<i>Eugene W. Anderson</i>	19
A Replication and Extension of the Dickson and Sawyer Price-Awareness Study	<i>John Le Bouillier, Susanna Shore Le Bouillier, and Scott A. Neslin</i>	31
Measures of Cognitive Effort	<i>Elizabeth Cooper-Martin</i>	43
Purchase Frequency, Sample Selection, and Price Sensitivity: The Heavy-User Bias	<i>Byung-Do Kim and Peter E. Rossi</i>	57
Framing and Situational Ethics	<i>James J. Kellaris, Brett A. Boyle, and Robert F. Dahlstrom</i>	69
Measuring Product Market Efficiency: A New Methodology	<i>Jukti K. Kalita</i>	77
Out of Sight, Out of Mind: Pantry Stockpiling and Brand-Usage Frequency	<i>Brian Wansink and Rohit Deshpande</i>	91

Number 2

Product Development Benchmarking Versus Customer Focus in Applications of Quality Function Deployment	<i>John E. Ettlie and Michael D. Johnson</i>	107
Salesforce Compensation Plans: An Individual-Level Analysis	<i>Rajiv Lal, Donald Outland, and Richard Staelin</i>	117
The Role of Attributing in Consumer Perceptions of Retail Advertisements		
Promoting Price Discounts	<i>Scot Burton, Donald Lichtenstein, Abhijit Biswas, and Katherine Fraccastoro</i>	131
An Examination of Temporal Patterns in Meta-Analysis	<i>Ujwal Kayande and Mukesh Bhargava</i>	141
The Combined Effects of Dependence and Relationalism on the Use of Influence in Marketing Distribution Systems	<i>James T. Simpson and Chris Paul</i>	153
Three Kinds of Order Effects in Choice-Based Conjoint Analysis	<i>Keith Chrzan</i>	165
A Simplified Method of Constrained Parameter Estimation in Conjoint Analysis	<i>William L. Moore, Raj B. Mehta, and Teresa M. Pavia</i>	173
Human Versus Spatial Dimensions of Crowding Perception in Retail Environments: A Note on Their Measurement and Effect on Shopper Satisfaction	<i>Karen A. Machleit, James J. Kellaris, and Sevgin A. Eroglu</i>	183

Number 3

A Cost-Plus Trap: Pricing Heuristics and Demand Identification	<i>Ward Hanson and Kirthi Kalyanam</i>	199
--	--	-----

The Power Relationships of Brand Managers	Richard G. Starr, Jr. and Paul N. Bloom	211
Salesperson Impression and Strategy Formation	Elizabeth H. Creyer and William T. Ross, Jr.	225
Critical Sales Events and Salesforce Attitudes	Frederick A. Russ and Kevin M. McNeilly	235
	Charleston Conference Papers	
Preface	Peter Dickson, Don Lehmann, and Joel E. Urbany	245
Binders, Fuzzy Lenses, and the Wrong Shoes: Pitfalls in Competitive		
Conjecture	Marian Chapman Moore and Joel E. Urbany	247
Buyer-Supplier Relational Characteristics and Joint Decision Making		
Competitive Analysis	Gary L. Frazier, Bernard J. Jaworski, and Ajay K. Kohli	259
Competitive Analysis	Rohit Deshpandé and Hubert Gatignon	271
Competitive Decision-Making: Two and a Half Frames	Eric J. Johnson and J. Edward Russo	289

Number 4

Introduction to the Duke Special Issues	Joel Huber, Don Lehmann, Jordan Louviere, and Alan Shocker	309
Advances in Random Utility Models	Joel L. Horowitz, Denis Bolduc, Suresh Divaker, John Geweke, Füsun Gönül, Vassilis Hajivassiliou, Frank S. Koppelman, Michael Keane, Rosa Matzkin, Peter Rossi, and Paul Ruud	311
Issues in the Estimation and Application of Latent Structure Models of Choice	Ulf Böckenholt, Melinda Smith de Borrero, Ham Bozdogan, Wayne DeSarbo, William R. Dillon, Sunil Gupta, Wagner Kamakura, Ajith Kumar, Vendatram Ramaswamy, and Michael Zenor	323
Combining Revealed and Stated Preferences Data	M. Ben-Akiva, M. Bradley, T. Morikawa, J. Benjamin, T. Novak, H. Oppewal, and V. Rao	335
Experimental Analysis of Choice	Richard T. Carson, Jordan J. Louviere, Donald A. Anderson, Phipps Arabie, David S. Bunch, David A. Hensher, Richard M. Johnson, Warren F. Kuhfeld, Dan Steinberg, Joffre Swait, Harry Timmermans, and James B. Wiley	351
Dynamic Decision Making: Optimal Policies and Actual Behavior in Sequential Choice Problems	J. Wesley Hutchinson and Robert J. Meyer	369
When Worlds Collide: The Implication of Panel Data-Based Choice Models for Consumer Behavior	Russell S. Winer, Randolph E. Bucklin, John Deighton, Tulin Erdem, Peter S. Fader, J. Jeffrey Inman, Hotaka Katahira, Kay Lemon, and Andrew Mitchell	383
A Research Agenda for Making Scanner Data More Useful to Managers	Scott Neslin, Greg Allenby, Andrew Ehrenberg, Steve Hoch, Gilles Laurent, Robert Leone, John Little, Leonard Lodish, Robert Shoemaker, and Dick Wittnick	395

Understanding Managers' Strategic Decision Making Process.

William Boulding, Marian Chapman Moore, Richard Staelin,

Kim P. Corfman, Peter Reid Dickson, Gavan Fitzsimons, Sunil Gupta,

Donald R. Lehmann, Deborah J. Mitchell, Joel E. Urbany,

and Barton A. Weitz

413